

# **Gummy Vitamins Market Report by Type (Single Vitamin, Multi Vitamin, Prebiotics and Probiotics), Demographics (Children, Adult), Sales Channel (Supermarkets and Hypermarkets , Speciality Stores, Retail Pharmacies, Online Stores), and Region 2023-2028**

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## **Abstracts**

The global gummy vitamins market size reached US\$ 6.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 9.1 Billion by 2028, exhibiting a growth rate (CAGR) of 5.25% during 2022-2028. The increasing awareness about health and wellness trends, non-traditional demographics, rapid expansion of e-commerce and retail sector, ongoing research and development efforts, and child-friendly appeal are some of the major factors propelling the market.

Gummy vitamins are a type of dietary supplement that comes in the form of chewable, gelatin-based candies. These supplements are designed to provide essential vitamins and minerals to individuals who might have difficulty swallowing traditional pills or capsules. Gummy vitamins often resemble regular gummy candies in appearance and taste, making them a more palatable option for those who struggle with swallowing pills or have an aversion to traditional supplement forms. They typically contain a mix of vitamins such as A, C, D, E, and various B vitamins, along with minerals like zinc and calcium.

Gummy vitamins offer a convenient and palatable alternative to traditional pill-based supplements. The enjoyable taste and chewable format make them particularly appealing to children and adults alike, driving consumer adoption. Additionally, increasing awareness of the importance of maintaining optimal health and well-being

has led consumers to seek accessible ways to supplement their diets. Gummy vitamins align with this trend by providing a pleasant and engaging method to obtain essential nutrients. Other than this, the market is responding to diverse consumer needs by offering a wide range of gummy vitamin options tailored to specific health concerns. Whether it's multivitamins, immune support, hair and skin health, or prenatal care, gummy vitamins cater to various nutritional requirements. Besides this, gummy vitamins are not limited to the conventional supplement-taker demographic. Their appealing format has extended to individuals who previously might not have considered supplements, such as young adults and seniors, thereby broadening the market's reach. In line with this, the growth of online retail channels has significantly contributed to the accessibility of gummy vitamins. Consumers can easily explore and purchase a diverse array of products, fostering market expansion beyond physical stores. Furthermore, ongoing research and development efforts are improving the nutritional content and efficacy of gummy vitamins. Manufacturers are exploring innovative formulations, including plant-based and organic options, enhancing their overall appeal. Moreover, the friendly nature of gummy vitamins, addresses the challenge of supplementing children's diets with essential nutrients. Parents are more likely to choose gummy vitamins over traditional pills due to the preferences of the children.

#### Gummy Vitamins Market Trends/Drivers:

##### Increasing Preference for Taste and Convenience

Unlike traditional pills that might be challenging for some individuals to swallow, gummy vitamins offer a delightful alternative. Their resemblance to gummy candies makes them more appealing, especially to children, who might resist taking conventional supplements. The enjoyable experience of consuming gummy vitamins encourages consistent use, addressing compliance issues often associated with pills. This factor has not only expanded the consumer base but also promoted adherence to supplement regimens, contributing to overall health and wellness.

##### Growing Health and Wellness Trend

In an era where consumers are increasingly conscious of their nutritional intake, gummy vitamins offer a bridge between dietary gaps and optimal well-being. As individuals seek preventive measures to support their immune systems, boost energy levels, and maintain vibrant skin, gummy vitamins emerge as an attractive solution. Their association with holistic health practices aligns with the broader shift toward proactive self-care, driving consumers to incorporate gummy vitamins into their daily routines.

## Increasing Demand for Variety and Customization

The gummy vitamins market's growth is driven by its ability to cater to diverse nutritional needs. Manufacturers recognize that consumers have varying requirements based on age, gender, and specific health goals. Consequently, the market is flooded with specialized gummy vitamin products that offer targeted benefits, such as bone health, cognitive function, and prenatal support. This customization not only reflects an understanding of individual needs but also bolsters consumer confidence in the efficacy of these products. By tailoring offerings to specific concerns, gummy vitamins have elevated themselves beyond a one-size-fits-all approach, appealing to a broader audience seeking precise nutritional supplementation.

### Gummy Vitamins Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global gummy vitamins market report, along with forecasts at the global, regional and country levels from 2023-2028. Our report has categorized the market based on type, demographics and sales channel.

### Breakup by Type:

Single Vitamin

Multi Vitamin

Prebiotics and Probiotics

Multi vitamin dominates the market

The report has provided a detailed breakup and analysis of the market based on the type. This includes single vitamin, multi vitamin, and prebiotics and probiotics. According to the report, multi vitamin represented the largest segment.

Multi vitamins offer a convenient way for consumers to address potential nutrient gaps in their diets. In today's fast-paced lifestyle, individuals often find it challenging to obtain a balanced array of vitamins and minerals solely from their regular meals. Multivitamin gummies provide a simplified solution by consolidating a range of essential nutrients into a single, easy-to-consume product. Moreover, multivitamins cater to a diverse consumer base. From children and adolescents to adults and seniors, the need for fundamental vitamins and minerals is universal. This universal appeal, combined with the rising awareness of preventive health measures, has led to a consistent demand for multivitamin gummies. As individuals seek accessible and comprehensive ways to

support their overall well-being, the multivitamin segment stands out as a versatile and dependable choice, contributing significantly to the market's prominence and growth.

#### Breakup by Demographics:

Children

Adult

Adult holds the largest share in the market

A detailed breakup and analysis of the market based on the demographics has also been provided in the report. This includes children and adult. According to the report, adult accounted for the largest market share.

As the population ages, there is a growing emphasis on proactive health management among adults. Gummy vitamins offer a palatable and easy-to-incorporate option for adults to address potential nutrient deficiencies and support their overall well-being. Additionally, the modern lifestyle often involves time constraints and irregular eating habits, making it challenging to maintain a balanced diet. Adult consumers, recognizing these challenges, turn to gummy vitamins as a convenient means to bridge nutritional gaps. Furthermore, adults are more likely to research and invest in their health, seeking products that align with their specific needs. This willingness to explore and adopt supplements is a driving force behind the popularity of gummy vitamins within the adult demographic.

#### Breakup by Sales Channel:

Supermarkets and Hypermarkets

Speciality Stores

Retail Pharmacies

Online Stores

Supermarkets and hypermarkets dominate the market

The report has provided a detailed breakup and analysis of the market based on the sales channel. This includes supermarkets and hypermarkets, specialty stores, retail pharmacies, and online stores. According to the report, supermarkets and hypermarkets represented the largest segment.

These retail outlets are integral parts of the daily lives of consumers, offering a diverse range of products, including gummy vitamins, under one roof. The convenience of finding gummy vitamins alongside regular grocery shopping encourages spontaneous purchases and simplifies the buying process. Moreover, supermarkets and hypermarkets often allocate prominent shelf space to health and wellness products, including dietary supplements. This visibility enhances consumer awareness and promotes the impulse to explore and purchase gummy vitamins. The credibility associated with established retail chains also influences consumer trust. Shoppers feel reassured by purchasing products from reputable sources known for quality and authenticity. As health-consciousness grows, consumers seek products that align with their lifestyles seamlessly. Supermarkets and hypermarkets play a pivotal role in fulfilling this need by providing a convenient and holistic shopping experience, thereby solidifying their position as the largest sales channel within the gummy vitamins market.

#### Breakup by Region:

- North America
  - United States
  - Canada
- Asia-Pacific
  - China
  - Japan
  - India
  - South Korea
  - Australia
  - Indonesia
  - Others
- Europe
  - Germany
  - France
  - United Kingdom
  - Italy
  - Spain
  - Russia
  - Others
- Latin America
  - Brazil
  - Mexico
  - Others

## Middle East and Africa

North America exhibits a clear dominance in the market

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market for gummy vitamins.

A strong culture of health and wellness prevails in the region, motivating individuals to seek convenient and enjoyable ways to supplement their diets. Gummy vitamins align with this trend by offering a palatable option that encourages consistent consumption. Additionally, the prevalence of dietary gaps and nutrient deficiencies in North America drives demand for nutritional supplements. Gummy vitamins, with their appealing taste and easy consumption, appeal to a broad spectrum of consumers looking to address these deficiencies effectively. Furthermore, extensive marketing efforts and product innovation in North America have propelled gummy vitamins into the mainstream. Effective advertising, endorsements, and strategic retail partnerships have contributed to heightened consumer awareness and adoption. Moreover, the presence of established players in the health and wellness industry, along with well-developed distribution networks, ensures widespread availability of gummy vitamins across North America.

### Competitive Landscape:

Leading companies continuously invest in research and development to create innovative gummy vitamin formulations that offer targeted health benefits. Whether it's specialized formulas for children, adults, or specific health concerns like immunity or beauty, these innovations provide consumers with tailored solutions. Additionally, to cater to a wide range of nutritional needs, key players offer an extensive portfolio of gummy vitamin products. This variety ensures that consumers can find options that align with their individual health goals, contributing to sustained market growth. Other than this, strategic marketing initiatives play a pivotal role in raising consumer awareness. Key players leverage digital platforms, influencer collaborations, and educational content to highlight the benefits of gummy vitamins and position them as an integral part of a healthy lifestyle. Besides this, maintaining product quality and ensuring transparency in ingredient sourcing are key priorities for reputable players. By providing clear information about ingredients, dosages, and potential allergens, they build trust

among consumers and differentiate themselves from lesser-known brands. In line with this, collaboration with supermarkets, pharmacies, and online retailers helps enhance product visibility and accessibility. Key players forge partnerships to ensure that their gummy vitamins are readily available to consumers across various shopping channels.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Bayer AG

Bettera Wellness LLC

Church & Dwight Co. Inc.

Hero Nutritionals

Ion Labs Inc. (DCC plc)

Nature's Way Products LLC. (Dr. Willmar Schwabe GmbH & Co. KG)

Pfizer Inc.

Pharmavite (Otsuka Pharmaceutical Co. Ltd)

Santa Cruz Nutritionals

SmartyPants Vitamins (Unilever plc)

The Honest Company Inc.

Vitakem Nutraceutical Inc.

Recent Developments:

Bayer AG introduced the New RestoraFIBRE Daily Gummies in Canada. These gummies are designed to address the increasing demand for convenient and enjoyable methods of meeting daily dietary fiber requirements. Fiber, a crucial component of a balanced diet, supports digestive health and overall well-being. The launch of RestoraFIBRE Daily Gummies aligns with the broader shift toward proactive health management and the recognition of fiber's role in maintaining a healthy lifestyle. The Vitafusion by Church & Dwight Co. Inc. introduced six innovative products, including Organic Prenatal Multi, Irresistible Skin, Triple Immune Power, Apple Cider Vinegar, Kids Melatonin, and Teen Essential Mutli.

Key Questions Answered in This Report

1. What was the size of the global gummy vitamins market in 2022?
2. What is the expected growth rate of the global gummy vitamins market during 2023-2028?
3. What are the key factors driving the global gummy vitamins market?



4. What has been the impact of COVID-19 on the global gummy vitamins market?
5. What is the breakup of the global gummy vitamins market based on the type?
6. What is the breakup of the global gummy vitamins market based on the demographics?
7. What is the breakup of the global gummy vitamins market based on sales channel?
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